

a2
cont

characterized the statistic history information and individual information are used to obtain the advertisement viewing rate regarding any one of the age, sex and residential area, and the result is supplied to the commercial sponsor of the advertisement.

a3

23. (Amended) An advertisement information supply system according to Claim 21 characterized in that said broadcasting receiver terminal is the one specified in advance.

29. (Amended) A broadcasting receiver terminal according to Claims 26 or 27 characterized in that, every time said advertisement information is sent, the history thereof is played.

a4

30. (Amended) A broadcasting receiver terminal according to Claims 26 or 27 characterized in that said advertisement information is played at the time of conditional access of said program information by said receiver terminal.

31. (Amended) A broadcasting receiver terminal according to Claims 26 or 27 characterized in that said advertisement information past the term of validity is deleted.

IN THE ABSTRACT OF THE DISCLOSURE:

Please replace the original abstract with the attached abstract.